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July 16, 1998

VIA FACSIMILE & U.S. MAIL

Alva E. Smith
 Office of the General Counsel
 Federal Elections Commission
 999 E Street, NW
 Washington, D.C. 20463

Re: MUR 4766
 Lorillard Tobacco
 Company

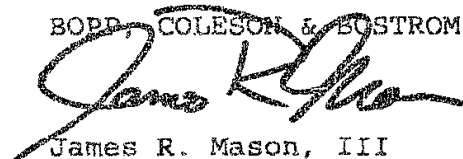
Dear Ms. Smith:

Lorillard Tobacco Co. was notified on July 6, 1998, that the Federal Election Commission had received a complaint, which has been designated as Matter Under Review 4766. As the Commission will be advised by separate correspondence, Lorillard retained Bopp, Coleson & Bostrom on July 16, 1998, to represent it in this matter.

Pursuant to 2 U.S.C. § 437g(a)(1), Lorillard has the opportunity to demonstrate in writing within 15 days of notification why the Commission should take no further action. Our response would be due on July 21, 1998. We respectfully request an extension of 15 days to respond, which would be August 5, 1998. Because we have just been retained, the additional time is necessary for us to fully apprise ourselves of the facts and the complex legal issues in order to be able to present the Commission with an appropriate response.

Sincerely,

BOPP, COLESON & BOSTROM


 James R. Mason, III

Encl: Designation of Counsel
 cc: Richard D. Shore
 Robert Shaw

JUL 16, 1998 5:12PM

WE CHAM & BEAN

NO. 2808 P. 2/2

STATEMENT OF DESIGNATION OF COUNSELMUR 4766NAME OF COUNSEL: James Bopp Jr.FIRM: Bopp, Coleson & BostromADDRESS: 1 South 6th StreetTerre Haute, Indiana 47807-3510TELEPHONE: (812) 232-2434FAX: (812) 235-3685

The above-named individual is hereby designated as my counsel and is authorized to receive any notifications and other communications from the Commission and to act on my behalf before the Commission.

7/16/98

Date



Signature

RESPONDENT'S NAME: LORILLARD TOBACCO CompanyADDRESS: 714 Green Valley RoadGreensboro, NC 27408

TELEPHONE: HOME()

BUSINESS(336) 335-7700